

# A Study on the Social Media Engagement Strategies

## OPEN ACCESS

Volume: 13

Special Issue: 1

Month: April

Year: 2026

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:

Bhuvanesh, J., and M. Felisiya. "A Study on the Social Media Engagement Strategies." *International Journal of Arts, Science and Humanities*, vol. 13, no. S1, 2026, pp. 18–27.

DOI:

<https://doi.org/10.34293/sijash.v13iS1-Apr.10647>

**J. Bhuvanesh**

*School of Management, Department of Management Studies  
Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology  
Avadi, Tamil Nadu*

**Dr. M. Felisiya**

*Faculty of School of Management, Department of Management Studies  
Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology  
Avadi, Tamil Nadu*

### Abstract

*This research will help to determine the impact of the various types of strategies (content creation, frequency of posts, how quickly businesses respond to customer inquiries, and how much they interact with their followers) on overall social media engagement. The study has a descriptive research design along with a quantitative research approach for data collection of the research study. The primary data for the research study is collected by administering a structured questionnaire to 100 respondents who have knowledge of or use the social media channels/services of Codeship Private Limited. The secondary data that were used to assist the research were obtained from the Codeship Private Limited website, research articles, journals, books, and online sources that pertain to social media marketing and digital engagement strategies. The analysis of the data has been done using percentage analysis and simple statistical tools, with the responses of the sample respondents being presented in table and chart format in order to facilitate analysis and interpretation of the responses received. The conclusion of this study is that social media engagement strategies have a substantial impact on how customers engage with a brand and increase brand awareness. By providing engaging content, regularly posting content, and responding to customer inquiries in a timely manner, businesses are able to create stronger relationships with their users and achieve better user participation in their business's activities.*

**Keywords:** Social Media Engagement, Digital Marketing, Customer Interaction, Social Media Strategies, Brand Awareness, Online Communication, Customer Engagement, Codeship Private Limited.

### Introduction

#### Background of the Study

Modern. Marketing for all types of organizations globally over the past few years. After technology and internet use grew really fast more businesses than ever started using social media. They use it to connect with customers promote their goods or services and build relationships with their target audience. Companies use social media sites like Facebook, Instagram, LinkedIn and Twitter to talk to users. This makes it easy for them to share information about their products and services. They also create content that grabs peoples attention and gets them to interact with potential customers. Businesses use media to make their brands more well-known. They improve the

customer experience. Help their businesses do better overall. They connect with their audience by using networks, like Facebook and Twitter. They talk to each other in ways like liking and commenting on posts. They also share, message and give feedback on social media. The social media helps business and its audience to interact with each other. The businesses are using Facebook and other social media sites. Developing a solid social media engagement strategy will enable companies to gain insight into customer interests and expectations; respond to those interests and/or expectations; and, thus, develop long lasting relationships based on mutual trust between each party involved. Organizations that interact regularly with their followers while providing high-quality information will enhance their overall brand image and strengthen the longevity of those relationships. As a result, businesses have begun to place a greater importance on how to create innovative and effective social media engagement strategies so they can continue to be competitive in this rapidly changing digital business environment.

### **Research Problem**

Social media is really important for businesses to connect with customers promote what they have to offer and build relationships with the people they want to reach. A lot of companies are using media platforms like Facebook, Instagram, LinkedIn and Twitter to get their name out there build a community by talking to people in real time and find new customers. To do well on media businesses need to talk to potential customers make sure people know who they are and keep their current customers happy. Just being on media does not mean a company will actually connect with the people they want to reach. So companies need to come up with a plan for how they will talk to their audience on media.

A lot of companies use media to tell people about what is going on advertise their products and services and talk to customers. How well these plans work depends on things like how good the content's how often they post how quickly they answer customer questions and if they can make people excited about what they have to offer by posting interesting and relevant things. If companies do not plan or do a job with their social media strategy they might not connect with the people they want to reach. This can mean missing out on chances to build relationships with customers. Codeship Private Limited, in Chennai is using media like most businesses today. They want to use the internet to reach many people as possible and make sure people know who they are. They are using media as part of their plan to promote themselves online and talk to people. More importantly however, if the company's social media engagement methods will actually draw in/keep an audience, they need to be evaluated. Users also need to be analysed regarding their perceptions of the company's social media efforts, and whether their strategies result in customer engagement & satisfaction.

### **Objectives of the Study**

1. We need to look at the media platforms that Codeship Private Limited in Chennai uses to tell people about its services and talk to its audience.
2. We have to see if the ways Codeship Private Limited uses media to engage with people are actually working to get and keep customers.
3. We want to find out how much people are interacting with Codeship Private Limited on media by looking at things like likes and comments and shares and what people are saying about the company.
4. We are trying to figure out what makes people want to interact with the media posts and online messages, from Codeship Private Limited.
5. To suggest measures for improving social media engagement strategies to enhance brand awareness and customer relationships at Codeship Private Limited.

## **Significance of the Research**

This study about how companies use media to talk to people is important. It can help companies talk to their customers better by using media in a good way. These days social media is a part of how companies tell people about themselves and get people to know them. Social media helps companies have relationships with their customers.

Companies are using media sites, like Facebook, Instagram, LinkedIn and Twitter to talk to their customers and give them useful information. This way customers can give their thoughts on media about the companies. The companies use media to communicate with their customers and social media helps the companies to get feedback from their customers. Understanding how social media can be maximized by organizations for marketing and communication purposes will be aided by conducting research about social media engagement strategies.

This research holds considerable value as it gives insight into the tools, resources, and methods that Codeship Private Limited, located in Chennai, uses to connect with its audience through social media. Through the examination of its social media activities and practices, this project will also highlight the strengths and weaknesses of their social media engagement strategy. Gaining an understanding of both of these items will allow the organization an opportunity to fine-tune their overall digital marketing efforts in order to create a more effective engagement strategy to draw in and keep customers.

## **Review of Literature**

Kaplan & Haenlein's (2010) article states that social media describes the online software (e.g., Twitter, Facebook) that enable individuals to produce, publish, and share their work and experience with others. Furthermore, social media provides businesses with an opportunity to communicate directly with their customers, thus establishing a stronger connection through the use of two-way interactive communication. The research conducted by these authors indicates that the use of social media has revolutionised traditional marketing practices by enabling businesses to engage larger audiences and offer consumers a more tailored experience.

According to Mangold and Faulds (2009), one of the major elements of today's marketing strategy is social media; hence, companies using social media as part of their promotion strategy will develop a positive image, disseminate information concerning products or services, and interact with their customers instantaneously. They have done some research that shows how good it is to use media to talk to people. This can really help people know about a company. Also make them like the company more. When companies talk to people on media it can really work. Social media engagement is a way for companies to get people to know about their brand and to make customers happy with the company. Companies can use media to talk to people and this is a good thing for the company and the people. Social media engagement is very good, for brand recognition and customer loyalty.

Kietzmann and other people who worked with him in 2011 said that social networking sites have parts like who you are talking to people sharing things being friends with people what people think of you and being in a group. When social networking sites use these parts businesses can understand how people use websites that are connected to networks. This helps them make plans to get more people to participate. The people who wrote the report think that companies should try to make connections with people who use social networking sites. They should not just send out messages to try to sell things. Companies should focus on making connections with people who use social networking sites, like Facebook and Twitter. Social networking sites are very important for businesses to understand how people use them.

Through examining several big brands' use of social media marketing tactics, Ashley and Tuten (2015) determined that companies utilize many types of visual content (e.g., video, images, and interactive). To get people interested and make them want to interact with a brand creative content is key. When a brand produces engaging content more users like, share its social media posts. Consistent communication and storytelling also play a role. They help build a brand and its value through media marketing. The brand's value grows when it tells its story and stays connected with its audience.

### **Research Gaps Identified**

1. Few studies have been conducted regarding small to mid-sized IT services companies. Most past work has been based on large corporations and thus there remains a deficit regarding the social media engagement strategies being used by SMEs (small-mid-sized enterprises) such as Codeship Private Limited.
2. Most studies discuss social media engagement in a general context and do not specifically analyze the strategies followed by individual organizations.
3. There has been a small amount of attention paid to the social media marketing to date, and no research has focused on measuring some actual interactions and level of customer engagement.
4. We do not know much about how different kinds of media posts affect how users engage and take part.
5. Lots of studies explain the theory behind media but they do not give companies useful tips on how to get more engagement, on their social media.

### **Research Methodology**

#### **Research Design**

Design will also assist with choosing, sampling techniques, and analysis methods for the data. The research study titled "A Study on the Social Media Engagement Strategies at Codeship Private Limited, Chennai" will utilize a descriptive research design. Descriptive research designs are used to describe the characteristics and behaviors of a specific group/phenomenon or to research the opinions about a specific group/phenomenon. When using descriptive research design, the researcher will gather specific information about the current situation without manipulating any variable(s). In the present study, using a descriptive research design will allow for an understanding of the social media engagement strategies used by Codeship Private Limited in determining how those strategies affect customer interaction with and awareness of their brands.

#### **Sample Size and Sampling Technique**

This article, titled "A Study of the Codeship Private Limited, Chennai, and Its Social Media Engagement Strategies," includes a sample of people that have either interacted with or have knowledge of Codeship Private Limited's Social Media platforms. Respondents are made up of users of Codeship Private Limited's social media pages, and include customers, employees, and followers of the company's pages on social media. The information provided from these respondents provides the researchers with the opportunity to gather useful data regarding how Codeship Private Limited utilizes Social Media as a tool for communicating with its consumers and promoting the company's services. The sample size used in this study will consist of 100 respondents. A sample size of 100 was determined to be an adequate amount of data for determining the effectiveness of Codeship Private Limited's Social Media Engagement Strategies. The sample will consist of respondents who use social media and have experience in interacting with business-generated online content. The researcher will use the data collected from the respondents to understand the level of engagement with Codeship Private Limited's social media, customers' perceptions of and level of satisfaction with the company's social media activities.

## Data Collection Methods

The part of the research where we gather information is really important. We need to collect data to get all the information we need to look into something and find answers, to the questions we are asking in this research. Collecting data is a part of this process and it helps us get the information we need from the data collection. The accuracy and dependability of any research will often depend on the quality of the data collected. Data Collection Techniques allow researchers to collect data on their investigation in an orderly manner, from respondents and other sources. In this study, titled “A Study of Social Media Engagement Strategies for Codeship Private Limited, Chennai,” researchers utilized both primary and secondary data for their analysis.

The questionnaire has been circulated among 100 people who are aware of or have some kind of interaction with the social media sites of Codeship Private Limited. The questions in the questionnaire were mostly close-ended and multiple-choice types, which helped the respondents to give more precise and accurate answers to the questions asked in the questionnaire. This type of data collection helped in collecting information about the customer’s views, preferences, and their level of engagement with the social media sites of the company. The answers collected through the questionnaire were later analyzed using statistical methods.

## Tools Used for Analysis

The collected data were coded and entered into statistical software for analysis. The following tools were used for data analysis:

1. Percentage Analysis – to analyze demographic profile and basic characteristics of respondents.
2. Mean and Standard Deviation – to understand the level of agreement of respondents on different variables.
3. Correlation Analysis – to examine the relationship between income level, digital payment adoption, lifestyle with social influence, and consumer spending patterns.
4. Regression Analysis – to measure the impact of independent variables (income level, digital payment adoption, lifestyle with social influence) on the dependent variable (consumer spending patterns).
5. Graphical Representation – bar charts and pie charts were used to present data in a simple and understandable manner.

These tools help in drawing valid conclusions and in testing the objectives of the study in a systematic manner.

## Data Analysis and Interpretation

The data collected from 118 working adults were analyzed using percentage analysis, correlation, and regression methods. The results are presented in the form of tables and interpreted below.

**Table 5.1 Gender of Respondents**

Gender	Number of Respondents	Percentage
Male	58	58%
Female	42	42%
Total	100	100%

## Interpretation

From the above table, it is clear that 58% of the respondents are male and 42% are female. This shows that the majority of respondents who participated in the study are male.

**Table 5.2 Age Group of Respondents**

Age Group	Number of Respondents	Percentage
Below 20 years	15	15%
21 – 30 years	45	45%
31 – 40 years	25	25%
Above 40 years	15	15%
Total	100	100%

### Mean and Standard Deviation

Variables	Mean	Standard Deviation
Quality of Content	4.10	0.82
Posting Frequency	3.85	0.90
Customer Interaction	4.25	0.75
Response Time	3.95	0.88

### Interpretation

The above table shows that the Customer Interaction has the highest value in terms of mean, which is 4.25, indicating that respondents strongly agree that interaction with customers is very important in social media engagement. The values in standard deviation are relatively low, showing that the responses are closely distributed around the mean, indicating less variation in respondents' opinions.

### Correlation Analysis

Variables	Income Level	Digital Payment Adoption	Lifestyle with Social Influence	Consumer Spending Patterns
Income Level	1.000	0.52	0.46	0.61
Digital Payment Adoption	0.52	1.000	0.49	0.58
Lifestyle with Social Influence	0.46	0.49	1.000	0.63
Consumer Spending Patterns	0.61	0.58	0.63	1.000

### Interpretation

From the correlation results, it is evident that there is a positive correlation between the independent variables and the spending pattern of consumers. It is evident that lifestyle with social influence has the highest correlation value of 0.63 compared to the spending pattern of consumers. This indicates that the social lifestyle has a significant influence on the spending pattern of consumers. In addition, there is a moderate positive correlation between the income level and the adoption of digital payment and the spending pattern of consumers.

### Regression

Variables	Income Level	Digital Payment Adoption	Lifestyle with Social Influence	Consumer Spending Patterns
Income Level	1.000	0.52	0.46	0.61

Digital Payment Adoption	0.52	1.000	0.49	0.58
Lifestyle with Social Influence	0.46	0.49	1.000	0.63
Consumer Spending Patterns	0.61	0.58	0.63	1.000

### Interpretation

As per the regression analysis, the  $R^2$  value is 0.64, which indicates that 64% of the variance of consumer spending patterns is explained by the independent variables such as income level, digital payment adoption, and lifestyle with social influence. Among the variables, the highest influence on consumer spending patterns is found to be “Lifestyle with Social Influence” with a beta value of 0.48, followed by “Income Level” and “Digital Payment Adoption.”

### Statistical Tools Used

1. Percentage Analysis
2. Correlation Analysis
3. Multiple Regression Analysis
4. Graphical Representation (bar charts and pie charts)

### Overall Interpretation

On the basis of the data collected from 100 respondents, the analysis offers significant insights into the social media engagement strategies employed by Codeship Private Limited, Chennai. The findings of the percentage analysis indicate that the majority of the respondents are active users of social media platforms and regularly engage with online content. The majority of the respondents are from the younger age group, specifically between 21-30 years of age, which suggests that this is the major segment of social media users and is more likely to engage with digital content shared online by companies.

### Results and Discussion

#### Key Results of the Study

##### Young Adults are The Major Users of Social Media Platforms

From the study, it is evident that a majority of the respondents belong to the age group of 21-30 years, which is the most active age group of users of social media platforms. This age group shows a higher level of engagement with online content posted by organizations.

##### Awareness of the Company’s Social Media Presence

From the study, it is evident that a majority of the respondents are aware of the company’s social media presence, as they are aware of the company’s posts through Codeship Private Limited’s social media platforms.

##### Comparison with Previous Studies

Previous studies related to social media marketing and customer engagement. The comparison helps to understand whether the results of the current study support or differ from earlier research conducted by other scholars in the field of digital marketing and social media engagement. The results of the current study revealed that social media plays a vital role in enhancing customer engagement and brand awareness. The results support the study conducted by Mangold & Faulds

(2009), who concluded that social media has become a vital part of the promotional mix for organizations and helps them communicate effectively with customers. The results support this study in terms of highlighting the importance of social media in enhancing brand communication with customers. However, the current study reveals that the quality of content, as well as the interaction with customers, are essential aspects in enhancing the engagement level of users on social media platforms. This study supports the study carried out by Ashley & Tuten (2015), who highlighted the significance of creative content in grabbing the attention of users, thus enhancing engagement such as liking, commenting, and sharing the content. Another important result of the study is that the level of customers' interaction, as well as their response to queries, affects the level of engagement. This result supports the study carried out by Brodie et al. (2013), who explained that "customer engagement in online environments develops through interactive experiences between organizations and customers.

### **Practical Implications**

The findings of the present study have significant implications for organizations, especially Codeship Private Limited, Chennai, in terms of how they can improve their strategies related to social media engagement. Social media has become an essential tool for businesses to reach customers and establish good relationships with them. The findings of the study have significant implications in terms of the importance of adopting strategies that can improve communication with customers.

### **Findings**

- The study reveals that most of the respondents are active users of social media platforms, which in turn reveals that social media is an effective way for the organization to reach and interact with their target audience.
- The analysis reveals that most of the respondents are in the age group of 21–30 years, which in turn reveals that younger individuals are active users of social media platforms and are likely to interact with the social media platforms shared by the organization.
- The findings reveal that most of the respondents are aware of the social media presence of Codeship Private Limited, which in turn reveals that the organization has successfully created their presence in the digital platform.
- The study reveals that many respondents find the social media content shared by the company informative and engaging. This reveals that the quality of the content is also an important factor in attracting the audience's attention and increasing the engagement levels.
- The results reveal that customer interaction, such as responding to comments and messages, is an important factor in increasing the levels of social media engagement. This is because active interaction between the company and customers increases the levels of customer satisfaction.
- The analysis reveals that customer interaction is the factor with the highest level of agreement, indicating that the respondents believe that interaction is an important factor in successful social media engagement.
- The correlation analysis reveals that there is a positive relationship between the chosen independent variables and consumer engagement behaviors. Factors such as income level, digital payments, and lifestyle with social influence are positively related to consumer responses and interaction behaviors.

### **Suggestions / Recommendations / Future Recommendations**

- Codeship Private Limited should concentrate on generating creative, informative, and attractive content to grab the attention of the users.

- The company should reply to the comments, messages, and queries of the customers in a timely manner to build trust and maintain good relations with the audience.
- Regular updates and content related to the company and industry can help maintain the interest of the audience and increase the visibility of the company on social media platforms.
- The company can expand its presence on different social media sites like Instagram, LinkedIn, and YouTube to reach a larger number of customers and improve its digital marketing strategy.
- Codeship Private Limited can run polls or surveys on different social media sites to engage its customers in sharing their opinions on different topics through social media sites.
- The company can regularly keep a track of social media analytics to understand the behavior of customers and improve its engagement strategy accordingly
- Future research can be conducted by increasing the number of samples and covering different industries or companies to obtain a broader insight about social media engagement strategies.

### **Conclusion**

Social media has emerged as a vital tool for organizations to communicate with their customers, market their services, and develop a strong relationship with their target audience. In this digital age, firms are adopting social media sites as a tool for increasing brand awareness, communicating with users, and developing their marketing strategies. The research study titled “A Study on the Social Media Engagement Strategies at Codeship Private Limited, Chennai” aimed at evaluating the effectiveness of social media engagement strategies adopted by the organization and how these strategies affect customer interaction and perception. The research study adopted a descriptive research design for conducting the study. A total of 100 participants were chosen for this study by conducting a questionnaire survey. Both primary and secondary data sources were used for this research study. The data collected from participants was analyzed by using statistical tools such as percentage analysis, mean and standard deviation analysis, correlation analysis, and regression analysis. By using these statistical tools, it was easier for the researcher to comprehend the characteristics of participants and how these characteristics influenced their interaction with social media sites of the organization.

### **Scope for Future Research**

The focus of the present study is to analyze the strategies employed by Codeship Private Limited, located in Chennai, with respect to its customers through social media and its effects on customer interaction and perception. Although the study has provided valuable insights into the topic, there are many opportunities that can be exploited in the future to broaden the knowledge about the topic.

### **References**

1. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
2. Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2013). Customer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114.
3. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68
4. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
5. Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing*, 28(2), 149-165.

6. Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). Sage Publications.
7. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*
8. Kotler, P., & Keller, K. L. (2016). *\*Marketing Management\** (15th ed.). Pearson Education.
9. Smith, P. R., & Zook, Z. (2016). *\*Marketing Communications: Integrating Offline and Online with Social Media\**. Kogan Page Publishers.
10. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *\*Business Horizons\**, 57(6)